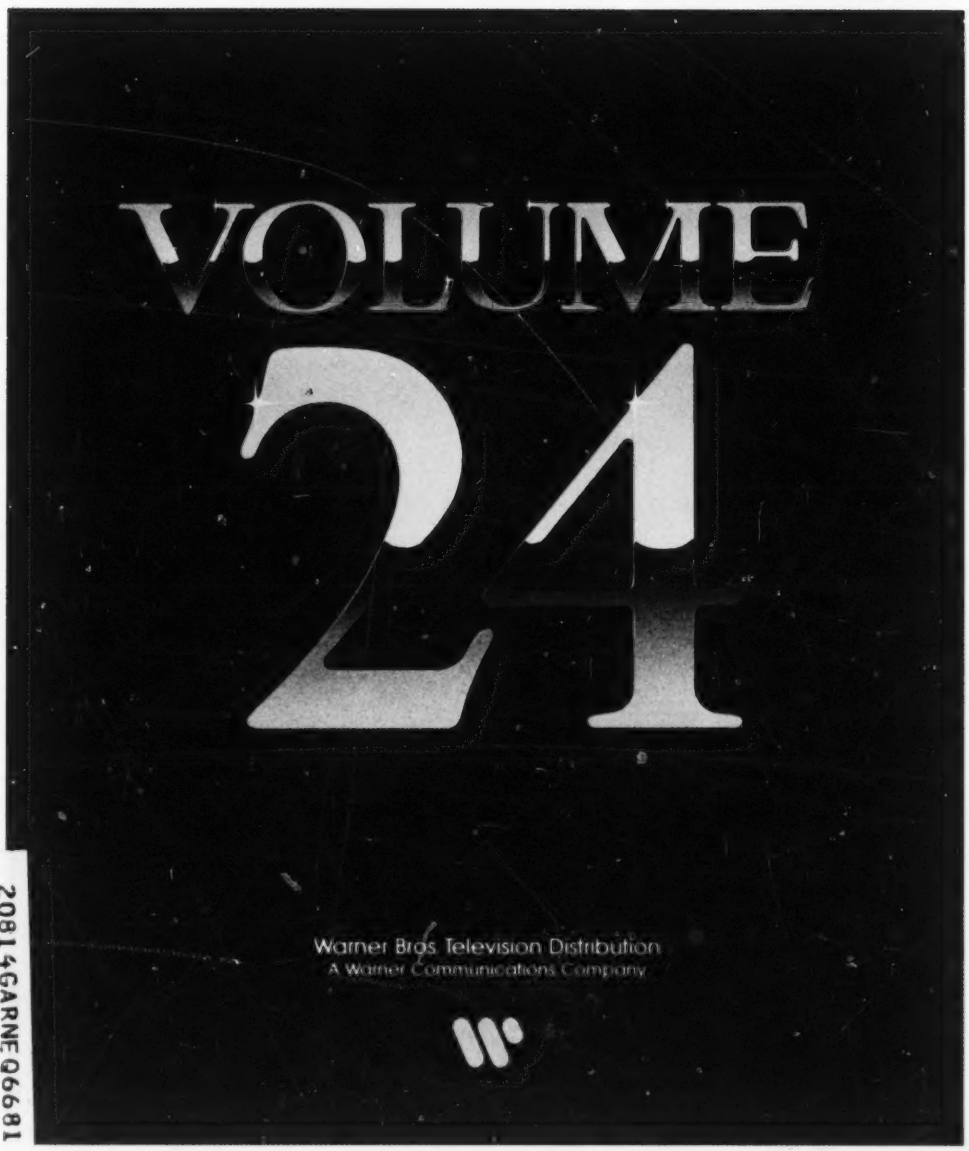
The Fifth Estate

Broadcasting Mar 12



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Vol. 106 No. 11

Broadcasting Mar 12

Broadcast deregulation measure stumbles
Networks pull out the stops for Super Tuesday
Anatomy of Metromedia's leveraged buyout

DEREG TROUBLES □ Inclusion of EEO language is causing problems in movement of broadcast deregulation measure in the House. **PAGE 31.**

SUPER COVERAGE □ Networks gear up for Super Tuesday—nine Democratic presidential primaries and caucuses. **PAGE 32.**

EVERY TWO YEARS □ Democrats preview 1984 campaign ads. **PAGE 34**

AAAA A+ □ At annual 4A's convention, survey is released showing most advertising agencies expect to increase their profit margins this year over last. **PAGE 35.**

RKO OK □ Court approves move of RKO's WOR-TV from New York to New Jersey. **PAGE 36.**

KLUGE FORMULA □ Metromedia leveraged buyout details come to light. **PAGE 37.**

MURDOCH BLOCK □ FCC approves Chris-Craft/ Warner exchange of stock, aimed at making a Warner takeover more difficult. **PAGE 37.**

RCA DEFENSE □ RCA asks stockholders to approve two changes in bylaws to make a takeover more difficult. **PAGE 42.**

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A VOTE FOR 24-HOUR VOTE □ Group W TV executive calls for national voting day. **PAGE 70.**

LOCALISM KEY □ NBC's Al Jerome says improvement in local news will set local broadcasters apart in complex media future. **PAGE 70.**

TIME SHIFTS □ Levin named executive vice president, Time, responsible for strategy and planning; Nicholas named executive vice president responsible for video unit. **PAGE 76.**

INDEPENDENT SPIRIT □ Crawford Rice, executive vice president of Gaylord Broadcasting, has made his name in the Fifth Estate by taking care of the business of broadcasting. **PAGE 107.**

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Broadcasting (ISSN 0007-2028) is published 51 Mondays a year (combined issue at yearend) by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $60, two years $115, three years $160. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $80, *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Business Briefly

RADIO ONLY

Wine World Inc. □ Various wine products will be advertised in flights in three markets, beginning March 19 or March 26, for four weeks. Commercials will be carried in all dayparts on weekdays and weekends. Target: adults, 25-44. Agency: Allen & Dorward, San Francisco.

Toyota Motor Sales □ Flights will begin on March 19 and April 14 for one week each in Dallas and Houston.

AdVantage

January sales. National spot radio billings for January climbed 2% to $39,953,400, according to data released by Larchmont, N.Y.-based Radio Expenditures Reports Inc. Nine out of top 10 markets, however, have dropped off in spot business with Detroit registering most significant decline—down 19.3%. Only top market showing increase was Dallas-Fort Worth, which rose 4.8%. Chart below highlights spot radio business expenditures for January with distribution of dollars broken down by market size.

January Spot Radio Business Expenditures

	1983	1984	1984 vs 1983 % change
Total	39,173,600	39,953,400	+2.0
Market			
1-10	16,514,200	15,154,400	−8.2%
11-25	8,084,200	8,249,100	+2.0%
26-50	5,463,200	6,001,500	+9.9%
51+	9,112,000	10,548,400	+15.8%

Percentage distribution
National Spot Dollars
Markets 1-50

Market	*Percentage*
1-10	51.5%
11-25	28.1%
26-50	20.4%

□

ACT comments. Action for Children's Television has submitted comments to Federal Trade Commission in response to petition of Mattel and Ogilvy & Mather to reopen 1971 FTC orders pertaining to misleading video techniques and disclosure statements (BROADCASTING, Feb. 13). In its statement ACT disputed Mattel's claims that changed circumstances warranted modification and elimination of consent order provisions, calling claims "unsubstantiated and apparently misleading." Specifically, ACT said that alternative proposal by Mattel to use "diagnostic discrepancy test" procedures to determine whether particular special effect used in commercial causes confusion for children, is "so vague that public consideration and comment is virtually impossible."

□

New York, New York. Young & Rubicam has prepared 52-page booklet, *The New York Market*, which concludes city will continue to be largest and most influential market in U.S. for some time. Prepared by Y&R Media Research, presentation covers media habits, demography, economics, product usage and leisure pursuits found within nation's largest market. Its section on media shows that television usage parallels U.S. average, but deviates in daypart usage, with New Yorkers tuned to TV less during daytime and afternoons and more during late news and late fringe. Y&R says radio usage is "somewhat heavier" than national norm, with every major format represented. Except for Manhattan, city is largely unwired for cable, report notes.

□

Down the block. Tatham-Laird & Kudner Advertising, Chicago, will move its offices to new building, One Magnificent Mile, in November. TLK's plans to move eight blocks on Michigan Avenue's Magnificent Mile were announced in culmination of year-long search for larger space. TLK will occupy five floors, vacating its current 625 North Michigan Avenue location of 13 years.

Commercials will be carried in all dayparts. Target: men, 18-34. Agency: Dancer Fitzgerald Sample, New York.

Farmers Insurance Co. □ Campaign for various types of insurance will begin in April for 15 to 20 weeks in about 95 markets, including Indianapolis, Salt Lake City and San Jose, Calif. Spots will be scheduled in all dayparts on weekdays and weekends. Target: adults, 25-54. Agency: Foote, Cone & Belding, Los Angeles.

United Grocers □ Sweepstakes for Bonnie Hubbard products will be advertised in 13 California markets, starting on April 23 for four weeks. Commercials will be scheduled in all dayparts on weekends and weekdays. Target: women, 18-49. Agency: Allen & Dorward, San Francisco.

TV ONLY

King Edward Cigar □ Campaign of three-week flights on and two weeks off will begin this week and continue through April in 14 markets. Commercials will be scheduled in news and sports programing. Target: men, 25-49. Agency: Morgan & Associates, Richmond, Va.

Ciba Vision Care □ Division of Ciba Geigy, which has been testing commercials for its soft contact lenses in Atlanta, Miami and Washington, is expanding its list in launching three-week flight in 15 additional markets beginning April 16. Spots will air in various dayparts. Target: women, 18-34. Agency: Bowes/Hanlon Advertising, New York.

American Cyanamid □ Campaign for pesticide product will be launched in early April for nine weeks in more than 20 markets. Spots will be placed in early and late fringe and news programs. Target: adults, 25-54. Agency: Tucker Wayne & Co., Atlanta.

Ex-Lax □ Campaign for laxative will begin in early April in 25 to 30 markets for four to five weeks. Commercials will be positioned in early fringe. Target: women, 35-plus. Agency: Ogilvy & Mather, New York.

MCI Telecommunications □ Campaign featuring Merv Griffin as spokesperson, which began last week in 90 markets, will add more markets this week bringing number to 100. Flight will air until the end of April in day time, early fringe and early news. Target: women, 25-54.

RCA puts up walled defense against takeover bids

Company asks shareholders to approve shelters against tender offers

RCA Corp. has asked its shareholders to approve two corporate bylaw amendments designed to deter any unsolicited tender offers for the communicators and broadcasting company. The proposed amendments, which were included in the proxy statement sent to shareholders earlier this month, emerged after RCA was rumored to be a possible target of at least two unfriendly bids—first from Michigan-based Bendix Corp. and later from Minneapolis investor Irwin Jacobs.

The first amendment proposed by RCA's board of directors provides for staggered terms for board members by dividing the board into three classes and having each class serve three-year terms. The second calls for all mergers to be approved by 80% of the shareholders unless certain "fair pricing" and other requirements are met or the merger is approved by a majority of directors not connected with the merger-seeking company.

"The board has observed with concern that various tactics which it perceives to be disruptive and inequitable to shareholders have become relatively common in corporate takeover practice," the proxy statement said. The practices cited by the proxy statement include "accumulation of substantial stock" prior to waging a proxy fight in an attempt to force a company into a merger, sometimes forcing the company to buy back the accumulated shares at an inflated price. The measures are also designed to prevent "two-tier pricing," which occurs when a company makes a bid for a major block of stock at one price and then buys the remainder at substantially less than what was paid for the original block.

By staggering the terms of the directors, the statement said, at least two shareholder meetings would be required to make a change in control of the board.

The "fair-pricing" measure assures that any multiple-step bids made for RCA will be equitable to all shareholders. Otherwise, any merger would require approval by 80% of the shareholders or a majority of the directors who are not affiliated with the acquiring company.

In the RCA annual report sent along with the proxy statement, RCA said its NBC subsidiary had revenues in 1983 of $2.09 billion, 17% higher than 1982 and the first $2 billion year for that network. Operating (pretax) income from broadcasting increased 45% to $156.2 million. RCA said all of NBC's operating units recorded profits in 1983. NBC accounted for 23.3% of RCA's total 1983 revenues of $8,977,300,000 and 21% of the company's $745 million in operating income. This is slightly above the 22.2% of RCA's total revenues NBC accounted for in 1982, and substantially higher than the 15.3% in operating income it contributed in 1982.

One area that is still underperforming, however, is videodisk sales. Although videodisk sales increased in 1983, RCA said, losses increased as well—to $99.6 million.

Another problem area is the commercial products and services area within RCA's electronics division. In that line of business, sales decreased 4% in 1983 to $1,139,500,000 from $1,189,000,000 in 1982. The segment also reported a loss of $16.5 million compared to an operating profit of $29.1 million in 1982. The losses were particularly felt in the broadcast systems division, which recorded a loss of $74.3 million compared with a loss of $24.3 million in 1982 as a result of a $42 million inventory write-down and restructuring costs totaling about $9 million.

According to the proxy, Thornton F. Bradshaw, RCA chairman, earned $638,500 in 1983 plus $375,000 in incentive awards to be paid out equally in 1984 and 1985. Bradshaw's 1983 salary included $188,500 paid last July. His annual base salary was increased from $450,000 to $500,000, effective last Feb. 1. Bradshaw's agreement also calls for annual bonus payments of not less than $300,000, plus an amount equal to 6,500 multiplied by $29 or the closing price of RCA common stock on the June 30 preceding the date of payment.

Robert R. Frederick, president, earned $400,000 plus a $250,000 incentive bonus to be paid in equal installments in 1984 and 1985. Other top earners at RCA included Richard W. Miller, executive vice president ($317,500), Frank A. Olson, executive vice president ($360,000) and Roy H. Pollack, executive vice president ($341,667). □

Business year in review: mixed action in bottom line

Revenues and profits at broadcasting companies had a respectable year in 1983, although the record—now that most of the major publicly-traded companies have handed in their report cards—is not without some bumpy spots. Among the top 12 publicly traded companies in BROADCASTING's weekly "Stock Index" (see page 62), which derive their principal revenues and earnings from broadcasting, total 1983 revenues were up 12.5% over 1982 to $19.4 billion. After-tax profits for the group, however, slipped 12.5%—from $1,060,031,109 in 1982 to $927,822,826 in 1983.

However, the after-tax profit total comparisons are abnormally affected by one company, Metromedia, which had $222 million in nonrecurring gains in its 1982 bottom line, principally from the sale of the assets of its Foster & Kleiser outdoor advertising unit. Excluding the 1982 Foster & Kleiser deal, after-tax profit total for the 12 actually rose 26% in 1983 over 1982.

In 10 of those 12 companies, which are

Company	Total revenues			After-tax net income			Earnings per share			Broadcasting revenues			Pre-tax broadcast operating income		
	1983	1982	% change	1983	1982	% change	1983	1982	% change	1983	1982	% change	1983	1982	% change
ABC	$2,948,849	$2,664,528	10.6	$159,834	$160,027	−0.2	5.45	5.54	−1.7%	$2,614,274	$2,341,860	11.6	$365,305	$313,747	16.4
Cap Cities	762,295	663,580	14.9	114,704	96,317	19.0	8.53	7.25	17.6	235,754	220,996	6.7	122,645	116,228	5.5
CBS	4,540,000	4,120,000	10.0	187,200	110,800	69.0	6.31	3.95	60	2,389	2,165	10.3	291,500	270,800	7.6
Cox	614,623	514,746	19.4	77,950	65,421	19.1	2.75	2.31	19.0	231,457	216,085	7.0	87,125	76,029	14.6
Gross Telecast	13,932	13,610	0.8	3,351	3,278	2.2	4.21	4.11	2.4						
LIN	107,333	88,420	21.3	23,528	20,121	17.0	0.34	0.30	13.3	***	***	***	***	***	***
Metromedia	532,759	407,074	31.0	102,179	309,153	−77.0	3.45	8.31	−58.5	371,558	324,253	14.6	109,312	108,987	0.2
RCA	8,977,300,000	8,016,000,000	12.0	240,800,000	222,600,000	8	2.06	2.00	0.3	2,094,000,000	1,786,500,000	17.2	156,200,000	107,900,000	44.7
Scripps-Howard	100,631	95,645	14.6	17,558	19,470	−9.9	1.70	1.89	−10.0	***	***	***	***	***	
Storer	458,871	379,302	30.0	39,673	9,198		−2.42	56	−432.0	167,778	156,64[1]	7.1	53,209	51,126	5.0
Taft	387,487	324,861	19.2	33,197	34,042	−2.5	79	.73	0.8	136,526	110,341	23.7	48,484	41,592	16.6
United TV	56,136	43,160	30.0	7,254	9,604	−24.0	63	80	−21.3						

*** Company does not break out broadcasting from other interests.

[1] Company is station group owner and has no other interests.

either pure broadcasting companies or where broadcasting revenues and operating profits are broken out exclusive of cable, publishing or other interests, total 1983 pre-tax broadcasting income rose nearly 12.4% over 1982 to $1,244,425,826. Those 10 companies each experienced an average growth of 12.9% in their broadcasting revenues and an 8.7% rise in broadcasting operating income over 1982 levels.

The publicly traded companies included in the above totals are ABC, Capital Cities, CBS, Cox, Gross Telecasting, LIN, Metromedia, RCA (NBC), Scripps-Howard, Storer, Taft and United Television. Four companies—group owners Gulf Broadcasting, Malrite Communications, Price Communications and Sungroup Inc.—are not in the tally because they have not yet reported financial results for the year. In addition, the totals exclude multimedia companies that are dominant in media businesses outside broadcasting, such as cable television and publishing, and companies whose broadcasting interests are not a major contributor to the bottom line.

Finally, LIN Broadcasting and Scripps-Howard Broadcasting are excluded from the pre-tax year-to-year comparisons because they do not break out their cable television and broadcasting revenues and operating profits. However, Scripps-Howard will begin to do so with its next annual report to comply with SEC regulations now that cable television has become a significant part of its business.

Among the 12 companies included in the total, six posted earnings gains in 1983, while six recorded declines. Those that advanced were Capital Cities, CBS, Cox, LIN and Gross Telecasting and RCA. Retreating were ABC, Metromedia, Scripps-Howard, Storer, Taft and United Television.

But in all the retreating companies except United Television, the lower earnings were recorded in areas outside of broadcasting and usually in areas associated with cable television start-ups or investments.

The following is a chart of the 1983 financial results of 12 major broadcasting companies. □

Law & Regulation

Keeping watch on children's TV

Bill before Congress would require broadcasters to schedule at least one hour per day of children's programing; public interest groups air support during press conference; NAB opposes programing quotas and defends broadcasters' record

The backers of a House bill (H.R. 4097) that would require television stations to air an hour of educational programing for children five days a week came out in force last week. At a press conference hosted by the bill's author, Representative Tim Wirth (D-Colo.), chairman of the Telecommunications Subcommittee, a coalition representing more than 140 public interest, educational, religious and consumer groups, among others, voiced support for the measure and pledged to work for its passage.

"We are not asking of television anything that has not been asked of television for the last 25 years," Wirth said. He cited the FCC's 1974 children's television policy statement which said broadcasters were obligated to provide programing designed especially for children, to schedule such programing throughout the week, to develop more educational and informational programs, and to air programs directed at specific age groups. But last year, Wirth said, the FCC "abdicated its commitment to young people."

He said Congress was now faced with an opportunity "to reinforce our commitment to the young people of this country," through television. Wirth plans to attach the measure to the draft of a broadcast deregulation bill now pending in his subcommittee.

"The question which we must ask is: 'In return for that deregulation, what do the people of this country get back?' What we should be getting back is an hour per day by all broadcasters," Wirth said.

During the press conference, Wirth was joined by subcommittee members John Bryant (D-Tex.), Mickey Leland (D-Tex.) and Al Gore (D-Tenn.), who agreed with their chairman and pledged to fight for passage.

The coalition includes Action for Children's Television, the National Education Association, PTA, U.S. Catholic Conference, American Academy of Pediatrics, Embassay Television Productions, Consumer Federation of America, American Nurses Association, NAACP and others. They were accompanied by a group of roughly 25 children from the D.C. Early Childhood Learning Center.

"NEA will vigorously back this children's crusade with the full force of its 1.7 million members across the country," said Sharon Robinson of the NEA. And ACT's Peggy Charren promised to monitor the votes in the House and Senate to see who "cares about kids and who doesn't."

Meanwhile, broadcasters were far from silent about the subject. National Association of Broadcasters President Eddie Fritts, in a statement circulated on Capitol Hill, defended the industry. "As the FCC discovered in its recent examination of this situation, the facts don't bear out this assertion [of a dearth of worthwhile programing for children now]. Indeed, the opposite is true," Fritts said.

A copy of the *Washington Post*'s television guide for Tuesday, March 6, was attached to the NAB statement to illustrate NAB's argument that there is ample children's programing. The children's shows

Proud parents. Tim Wirth (at microphone) was joined last week by John Bryant (l) and Mickey Leland (r) and representatives from a coalition of public interest, consumer, educational and other organizations, who are launching a lobbying campaign to back Wirth's children's television bill.

rector of KJJY(FM) Des Moines, Iowa, was elected agenda committee chairman for next year's show, set to return to the Opryland hotel, March 7-9.

For and against packaged programing

Why should country music stations buy special programing? Because it can build new audience by recycling current listeners into dayparts (usually weekends) when they are not usually tuned to the station, according to Ed Salamon, vice president of programing for The United Stations, a New York-based radio program producer/distributor that offers *The Weekly Country Countdown*. During a session of the Country Radio Seminar, Salamon said other benefits include increasing revenues by offering long-form programing as a special sales package to local advertisers, and heightening station image. "You can assure that the biggest stars in country music appear as part of your radio station each week," he said.

Nationally syndicated or network-delivered shows can create a better "balance" to programing that stations cannot achieve alone, noted Tom Rounds, president of ABC/Watermark, which produces *American Country Countdown*. As for the future, Rounds sees the advent of continuous coverage of special programing due to the various feeds available through satellite technology. This will replace the long-form disk-delivered programs, he said.

However, Joseph Somerset, programing consultant and architect of the Burns/Somerset *Continuous Country* format, a 24-hour country music service, said he urges stations airing the format not to use special programing because "a jarring change of any kind is going to do some damage to the fabric of that radio station."

Jay Albright, programing consultant for Drake-Chenault Enterprises, rounded out the panel discussion by highlighting several of the syndicated country music services available and offering advice on how to select the best one. □

Grammys a thriller for CBS

ABC won four nights for the week ending Sunday, March 4, but it was still not enough to snatch the weekly ratings win away from CBS, which rode to victory on the tail wind of Tuesday night's Grammy Awards ceremony. In the prime time ratings for week 23 of the 1984-85 season, CBS came in first with an average rating/share of 18.8/29, followed by ABC at 18.1/28 and NBC at 13.8/22.

With an extra boost provided by the second part of ***Lace*** and the ***ABC Theater*** presentation of "A Streetcar Named Desire," plus the usual strength of its regular Wednesday and Saturday night lineup, ABC won Monday, Wednesday, Saturday and Sunday evenings. CBS won Tuesday on the strength of the Grammy Awards as well as Thursday and Friday nights on the basis of such regularly scheduled programs as ***Dallas***, ***Magnum P.I.*** and ***Simon & Simon***, all top 10 shows. NBC's only top 10 program for the week, ninth place ***TV Bloopers & Practical Jokes***, outdrew ***A Team***, which sank to 13th place opposite the Grammy Awards on Tuesday night.

The combined three network rating for the week was 50.7, or 42,487,000 homes per average prime time minute, compared to a combined rating of 52.6, or 43,815,000 homes per average minute, for the same week a year ago. However, last year's figures included the special ***M*A*S*H*** finale, which drew a 60.3/77 for its two-and-a-half-hour broadcast.

ABC swept Monday night with the second part of ***Lace***, which averaged 31.7/46 and was the highest rated program of the week. NBC came in second for the night, with a prime time average of 18/25.8, almost four whole rating points ahead of CBS's Monday night prime time average of 14.2/20.2.

NBC also came in second on Tuesday with a prime time average of 16.4/23.4 but, like ABC, was no match for CBS's Grammy Awards-fueled victory of 31.3/44.4. The second-ranked program of the week—it featured singer/dancer Michael Jackson's record win of eight Grammys—captured a 30.7/45, including a 21-minute overrun to 11:21 p.m.

Wednesday night was another second place for NBC, which trailed ABC's prime time average of 22.3/34.6 by nearly nine points. CBS had one of its worst Wednesday nights of the season, averaging 10.4/15.7.

But CBS roared back with a vengeance on Thursday, averaging 22.6/34.3 solely on the legs of its regular lineup. NBC had its fourth straight night in second place, averaging 16.1/24.8 to ABC's 13.6/20.6.

Friday night went to CBS, which averaged 18.4/30.6, although ABC maintained its dominance of the 8-9 p.m. slot for the seventh week in a row with ***Benson*** (15.7) and ***Webster*** (17.5). NBC had its second worst Friday night of the 1983-84 season, averaging 8.6/14.6—only two-tenths of a rating point ahead of its average for the week ending Nov. 22, 1983.

ABC carried Saturday night on the basis of its regular schedule with an average 17/29.7, dominating every hour until 10 p.m. when ***Fantasy Island*** (16.2/30) lost to CBS's ***Mike Hammer*** (16.3/30) by one-tenth of a rating point.

And ABC stole Sunday from CBS with an average 19.3/30.7, helped largely by the ***ABC Sunday Night Movie***, "A Streetcar Named Desire," which was the sixth highest rated program for the week, earning a 23.1/39. In the 8-9 p.m. period, ABC won with ***Hardcastle & McCormick*** (17.2), against the premiere of CBS's ***Suzanne Pleshette is Maggie Briggs*** (16.7) and ***Four Seasons*** (14.2), and ***Knight Rider*** (16.4) on NBC. □

Rank	Show	Network	Rating/Share
1.	Lace, part 2	ABC	31.7/46
2.	Grammy Awards	CBS	30.7/45
3.	Dallas	CBS	25.7/41
4.	Simon & Simon	CBS	24.4/36
5.	Dynasty	ABC	24.2/36
6.	A Streetcar Named Desire	ABC	23.1/39
7.	60 Minutes	CBS	23.1/38
8.	Knots Landing	CBS	22.1/35
9.	TV's Bloopers etc.	NBC	21.8/30
10.	Hotel	ABC	21.4/36
11.	Magnum, PI.	CBS	21.3/32
12.	Fall Guy	ABC	21.2/32
13.	A-Team	NBC	20.3/28
14.	Scarecrow & Mrs. King	CBS	19.4/27
15.	Trapper John, M.D.	CBS	18.9/32
15.	Love Boat	ABC	18.9/32
17.	Alice	CBS	18.3/28
18.	Facts of Life	NBC	17.9/26
19.	Webster	ABC	17.5/29
20.	Bob Hope Special	NBC	17.5/24
21.	Matt Houston	ABC	17.4/31
22.	Hill Street Blues	NBC	17.4/28
23.	Jeffersons	CBS	17.2/28
23.	Real People	NBC	17.2/28
23.	Hardcastle & McCormick	ABC	17.2/26
26.	That's Incredible	ABC	16.9/23
27.	Cheers	NBC	16.8/25
28.	Suzanne Pleshette Show	CBS	16.7/26
29.	Knight Rider	NBC	16.4/25
30.	Mike Hammer	CBS	16.3/30
31.	Family Ties	NBC	16.3/24
32.	Fantasy Island	ABC	16.2/30
33.	Diff'rent Strokes	NBC	15.9/28
34.	Gimme A Break	NBC	15.9/24
34.	Night Court	NBC	15.9/24
36.	T.J. Hooker	ABC	15.8/27
37.	Benson	ABC	15.7/27
38.	Dukes of Hazzard	CBS	15.6/26
38.	Airwolf	CBS	15.6/26
40.	20/20	ABC	15.2/24
41.	Riptide	NBC	15.2/21
42.	St. Elsewhere	NBC	15.0/25
43.	Silver Spoons	NBC	14.7/25
44.	Wonderful TV Game Shows	NBC	14.6/23
45.	Four Seasons	CBS	14.2/22
46.	Blue Thunder	ABC	13.9/22
47.	Newhart	CBS	13.9/19
48.	Emerald Point, N.A.S. (Fri.)	CBS	13.8/24
49.	AfterMash	CBS	13.8/19
50.	Remington Steele	NBC	13.6/21
51.	Ringling Bros. Circus	CBS	13.5/23
52.	All Star Family Feud	ABC	13.5/20
53.	Buffalo Bill	NBC	13.0/20
54.	Three's Company	ABC	12.9/17
55.	Ripley's Believe It or Not	ABC	12.8/21
56.	Foulups, Bleeps & Blunders	ABC	12.3/17
57.	Mama's Family	NBC	12.0/20
58.	Lottery	ABC	12.0/18
59.	We Got It Made	NBC	11.6/20
60.	Hart to Hart	ABC	11.4/18
61.	Oh Madeline	ABC	11.0/15
62.	Ripley's Believe It or Not (Tues.)	ABC	10.8/14
63.	The Parade	CBS	10.5/13
64.	Body Human Special	CBS	10.3/15
65.	Master	NBC	10.1/17
66.	TV Academy Hall of Fame	NBC	10.0/16
67.	Emerald Point, N.A.S.	CBS	9.2/14
68.	New Show	NBC	8.8/16
69.	Lone Star	NBC	8.7/16
70.	Legmen	NBC	8.0/11
71.	First Camera	NBC	4.6/8

■ WFOX (97.1 mhz) Gainesville, Ga.—Granted app. to install aux. sys. (ant.). Action Feb. 23.

■ KPND (95.3 mhz) Sandpoint, Idaho,—Granted app. for CP to change ERP to 3 kw. Action Feb. 21

■ KMAJ (107.7 mhz) Topeka, Kan.—Dismissed app. for CP to make changes in ant. sys.. Action Feb. 23.

■ WTGI (103.3 mhz) Hammond, La.—Dismissed app. to change TL; change HAAT to 992 ft., and make changes inant. sys.. Action Feb. 23.

■ WSTS (96.5 mhz) Laurinburg, N.C.—Granted app. for mod. of CP (BPH-830624AE) to change ERP to 90 kw and HAAT to 756 ft. Action Feb. 23.

■ WOKQ (97.5 mhz) Dover, N.H.—Granted app. for CP to install aux. sys. Action Feb. 22.

■ WSRW-FM (106.7 mhz) Hillsboro, Ohio—Granted app. for CP to make changes in ant. sys. and increase HAAT to 260 ft. Action Feb. 23.

■ WITO (107.1 mhz) Ironton, Ohio—Dismissed app. for CP to change TL; change ERP to 3.0 kw, and change HAAT to 275 ft. Action Feb. 23.

■ KZBS (98.9 mhz) Oklahoma City—Granted app. for CP to change ERP to 100 kw. Action Feb. 23.

■ KAZZ (95.9 mhz) Sallisaw, Okla.—Granted app. for mod. of CP to change HAAT to 600 ft. and ERP to 0.4 kw. Action Feb. 22.

■ *WPTG (90.3 mhz) Lancaster, Pa.—Granted app. to change TL; increase ERP to 4.52 kw; increase TPO, and change transmitter and transmission line. Action Feb. 23.

■ WNST-FM (106.3 mhz) Milton, W.Va.—Granted app. for CP to change ERP to 0.170 kw and HAAT to 1,226 ft. Action Feb. 22.

■ WXCO-FM (107.9 mhz) Wausaw, Wis.—Granted app. for mod. of CP to change TL. Action Feb. 22.

In contest

■ Fairhope, Ala.—ALJ, James F. Tierney, granted motion by Holt-Robinson of Mississippi Inc. and severed its app. for new AM at Ridgeland, Miss., from this proceeding, and granted that app. (BC 82-701-3). MO&O adopted Feb 28.

■ Fayetteville, Ark.—ALJ, John H. Conlin, granted joint agreement; dismissed app. of Kravetz Media Corp.; conditionally granted app. of Broadcast Data Corp. for new MDS facilities at Fayetteville, and terminated proceeding. (CC 83-621-22). Order adopted Feb. 22.

■ Arcata, Calif.—ALJ, Thomas B. Fitzpatrick, granted app. of Mad River Broadcasting Co. for new TV at Arcata and terminated proceeding. (MM 83-612). Order adopted Feb. 27.
el3

■ Clovis, Calif.—Review Board denied petition for reconsideration filed by San Joaquin Television Improvement Corp. of Review Board decision released Nov. 16, 1983, granting app. of North Star Communications Ltd. for new TV at Clovis and denying competing app. of San Joaquin. (BC 82-552-53). MO&O adopted Feb. 22.

■ Los Angeles—Chief, Mass Media Bureau, denied petitions for reconsideration and requests for stay filed by Sue Gottfried and California Association of Physically Handicapped Inc. of staff action March 28, 1983, granting renewal of Golden West Television Inc. for KTLA-TV at Los Angeles and request for transfer of station from Golden West to Golden West Television Acquisition Co. MO&O adopted Feb. 22.

■ Perry, Fla.—ALJ, Edward Luton, granted app. of Perry Communications Inc. for new FM on 105.5 mhz at Perry and denied competing app. of Rahu Broadcasting Inc. (BC 82-766-67). Initial decision issued Feb. 23.

■ Atlanta—ALJ, John H. Conlin, granted app. of Gencom Cellular of Atlanta for CP to establish cellular system to operate on Block A at Atlanta. (CC 83-85). Initial decision issued Feb. 21.

■ Chicago—Commission affirmed, with modifications, decision of Acting Chief, ALJ, Thomas B. Fitzpatrick, granting Rogers Radiocall. Inc.'s app. to establish cellular radio system on frequency Block A at Chicago, and denying competing app. of Cellular Mobile Systems of Illinois Inc. (CC 82-721). Final decision adopted Feb. 24.

■ Spirit Lake, Iowa—ALJ, John H. Conlin, granted joint agreement; dismissed app. of Marguerite E. Kleven; granted app. of Campus Radio Co. for new FM at Spirit Lake, and terminated proceeding. (MM 83-1279-80). Order adopted Feb. 22.

■ Mount Clemens, Mich.—ALJ, Edward Luton, granted app. of Adell Broadcasting Corp. for new TV at Mount Clemens, and denied competing app. of Michigan Channel 38 Inc. for same facilities at nearby Warren, Mich. (BC 80-471, 474). Initial decision issued Feb. 21.

■ Tillatoba and Charleston, Miss.—ALJ, Joseph P. Gonzalez, granted joint agreement; dismissed L and I Broadcasting Co.'s app. for new FM at Tillatoba on 94.3 mhz; granted Tallahatchie Broadcasting System's app. for new FM at Charleston, and terminated proceeding. (MM 83-819-820). MO&O adopted Feb. 15.

■ Cape May Court House, N.J.—ALJ, Joseph Chachkin, granted app. of Canruss Inc. for new FM on 105.5 mhz at Cape May Court House, and denied app.'s of WRLJ Inc. and Bay Broadcasting Co. (BC 82-312-313; 315). Initial decision issued Feb. 17.

■ Columbus-Worthington, Ohio, and Florence, Ky.—Granted request for joint agreement; dismmised Boone Broadcasting Co.'s app. for new AM at Florence; granted Salem Media of Ohio Inc.'s app. to change facilities of WRFD(AM) at Columbus-Worthington, and terminated proceeding. (MM 83-680-681). Order adopted Feb. 14.

■ Ashland, Ore.—ALJ, Joseph Stirmer, granted petition by TRC Communications Inc. and accepted amendment substituting KHUG Inc. as app. in its pace, and by separate action, terminated proceeding. (MM 83-1042-1043-1045-1046). Order adopted Feb. 16. MO&O adopted Feb. 22.

■ The Dalles, Ore.—ALJ, John M. Frysiak, granted motion by Larson-Wynn Inc. and dismissed its app.; granted app. of Nugent for new FM at The Dalles, and terminated proceeding. (MM 83-969-70). MO&O adopted Feb. 27.

■ Pittsburgh—Commission affirmed, with modifications, decision of former chief ALJ, Lenore G. Ehrig, granting app. of MCI Cellular Telephone Co. Inc. to establish cellular radio system on frequency Block A for Pittsburgh, and denying competing app.'s of Celcom Communications Corp. of Pittsburgh and Cellular Mobile Systems of Pennsylvania Inc. (CC 82-796). Final decision adopted Feb. 24.

Legal activities

■ Sacramento, Calif.—Royce International Broadcasting Co., licensee of KWOD(FM) Sacramento, has asked U.S. Court of Appeals for D.C. circuit to review FCC action declining to extend limited test authority for continued operation of radio antenna. Mass Media Bureau, by telegram of Jan. 30, ordered KWOD to cease operation on its main antenna at midnight, feb. 8. (Case 84-1050).

■ Action for Children's Television has asked U.S. Court of Appeals for D.C. circuit to review FCC's decision (FCC 83-609) which affirmed obligations of all commercial TV licensees to serve special needs of children, but declined to adopt mandatory requirements as to children's programing. (Case 84-1052).

Et cetera

■ Commission renewed unconditionally licenses for stations WKNT(AM)-WNIR(FM) Kent, WJW(AM) Cleveland and WDGN-FM Medina, all Ohio. In case of WWWW(FM) Detroit, commission renewed license but imposed reporting conditions. It denied petition by National Black Media Coalition and others to deny renewals on basis that licensees were not complying with FCC's (EEO) rule with respect to blacks. (FCC 84-70). MO&O adopted March 1.

■ FCC has clarified its Dec. 16, 1982, declaratory ruling regarding notification required for sports blackout protection on cable TV systems. Commission said it was not necessary that headend identification be sole method utilized by parties seeking program blackouts. Any method that is not unduly burdensome to those seeking protection and which provides sufficient specificity to cable system operators is acceptable. It said that if system identification by principal community is possible (major town or city from which several community units are served), this identification should suffice to identify affected community units not encompassed in community-by-community listing. (FCC 84-60). MO&O adopted Feb. 24.

■ Commission temporarily suspended March 1 starting date for filing cellular app.'s in markets below top 90, as well as April 8 expiration date of separate freqency allocation for wireline and nonwireline carriers (wireline set-aside). (CC 83-1096). Order adopted Feb. 3.

■ Following low power/television translators, not exclusive with other app.'s, have been accepted for filing. Absent petitions to deny, app.'s appear to be grantable.—Baraga, Mich., ch. 2, Ojibwa Community College and Learning Center (BPTTV-920519TZ); Murray, Ky., ch. 38, WML-TV Co. (BPTTL-810810QB); Greenville, Tex., ch. 47, Bill R. Wright (BPTTL-820617QE), and Clover Valley, Nev., ch. 58, Elko Television District (BPTT-820414RU).

■ Commission denied request for reinstatement of its app. for 800 mhz specialized mobile radio system in Southfield, Mich. (FCC 84-58). (FCC 84-58). MO&O adopted Feb. 24.

■ Following working groups and subcommittees meetings on technical standards for DBS service to be held in Washington. Subcommittee on transmission standards, March 13. Working group on on RCVR compatibility/encryption interface, March 13. Working group on interface (possible), March 14. Working group on interface, March 28. Subcommittees on receiver standards, and encryption standards, March 29.

■ Commission's Detroit field office relocated to 24897 Hathaway Street, Farmington Hills, Mich. 48010-1398. It will have new recorded telephone message number (313) 471-0052.

■ Lists of AM, FM and TV stations (including translators) are available from National Technical Information Service on microfiche. Lists are categorized, including by state and frequency, and are available on monthly subscription or one-time purchase. Complete engineering data bases are also available on magnetic tape from NTIS.

■ KOKH-TV Oklahoma City granted significantly viewed status in counties of Noble, Logan, Hughes, Beckham and Washita, all Oklahoma. Action of Feb. 15.

■ WUAB(TV) Lorain, Ohio, granted significantly viewed status in Ashtabula and Geneva, both Ohio. Action of Feb. 15.

■ FCC denied State of Alaska'a petition requesting exemption from freeze on filing of new and major change LPTV and LPTV translator app.'s. State of Alaska claimed undue hardship on its residents, including hampering of ability to provide educational and informational service. Freeze was adopted in September 1983 to aid in processing 12,000 app.'s then on file. Since that time, rulemaking proposal based on re-evaluation of processing procedures has been issued, which FCC claims will help alleviate problems. (BC 78-253). Letter issued Feb. 24.

■ CP's for LPTV's or LPTV translators will be awarded to the following mutually exclusive selectees upon determination of qualification and in absence of petitions to deny: Anchorage, ch. 14, N&K LPTV, (BPTTL-830923TF); Denver, ch. 47, Happy Church, (BPTTL-810126IJ); Durango, Colo., ch. 39, American Television Network, (BPTTL-810122JB); Loveland, Colo., ch. 43, Loveland Television, (BPTTL-810317JC); Atlanta, ch. 63, Frontier Gulf Broadcasting, (BPTTL-810217BL); Honolulu, ch. 54, Vision Unlimited, (BPTTL-820615QD); Twin Falls, Idaho, ch. 27, Linda D. Clevenger, (BPTTL-820615QD); Denison, Iowa, ch. 22, Sun Publishing, (BPTTL-830217XT); Foxhome, Minn., ch. 28, Joann P. Hotz, (BPTTL-820616TM); Minneapolis/St. Paul, ch. 58, J-Pax Broadcasters, (BPTTL-

Summary of broadcasting
as of January 31, 1984

Service	On Air	CP's	Total *
Commercial AM	4,736	163	4,899
Commercial FM	3,540	415	3,955
Educational FM	1,131	176	1,307
Total Radio	9,407	754	10,161
FM translators	762	431	1,193
Commercial VHF TV	535	22	557
Commercial UHF TV	334	222	556
Educational VHF TV	110	4	114
Educational UHF TV	173	25	198
Total TV	1,152	273	1,425
VHF LPTV	190	76	266
UHF LPTV	72	105	177
Total LPTV	262	181	443
VHF translators	2,865	188	3,053
UHF translators	1,889	213	2,202
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.